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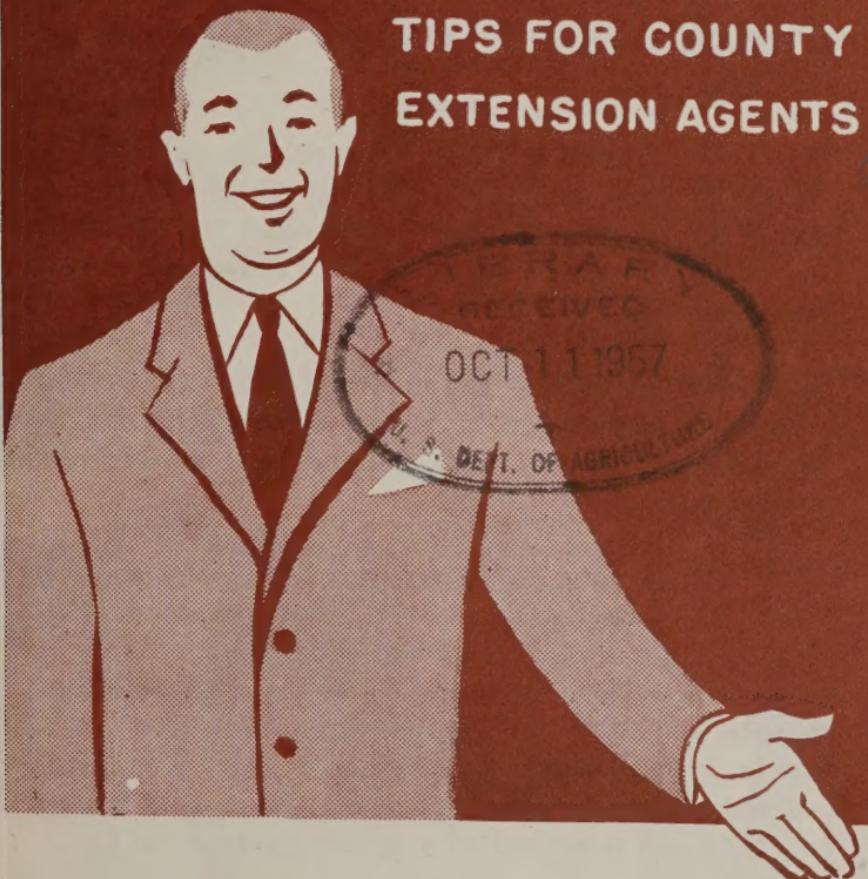
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*It's the way  
you serve  
people . . .*

**PUBLIC RELATIONS  
TIPS FOR COUNTY  
EXTENSION AGENTS**



**EXTENSION SERVICE**

**U. S. DEPARTMENT OF AGRICULTURE**

# Public confidence

Courteously conducted, constructive service builds public confidence. This means public relations of a high order.

Public relations equals *what you do* in giving dependable service to people in an organized way plus *your due* in getting deserved credit for your services. The main emphasis is upon what you do. Recognition comes only from a job well done. But you also have a responsibility for reporting to others what you are doing.

The county extension program is the nerve center of all Extension public relations....county, State, and National.

About 90 percent of Extension public relations is ordinarily devoted to the job of teaching better farm and home practices; about 10 percent to telling others about what people have accomplished as a result of your services.

Each member of the Extension force....professional, clerical, volunteer....is a public relations ambassador. Every contact with people is a public relations opportunity.

Public relations is Extension philosophy and policies. It is the program and how it is formulated. It is personal attitudes toward the job, your colleagues, and toward people to be served. It is methods of teaching people and of interpreting extension work. It runs the scale from casual conversation on up to a soundly conceived public interest program. It is both a philosophy of life and a method of conducting your work.

Like death and taxes, public relations will always be with you. Your decision is only whether you are to work at making your public relations good instead of medium or poor.

# Influence rests upon good service . . .

## NEW PUBLIC RELATIONS FOR OLD

Build up the influence and prestige of your service to people through better planned public relations methods. Scrutinize carefully every type of contact to determine whether it can be strengthened in the public interest.

Make enthusiastic service the keynote of your public relations platform. Emphasize the accomplishments of your cooperators above your personal achievements. Pat-yourself-on-the-back publicity can boomerang.

When building recognition for local activities, be sure to tie them to the State and National Extension effort. People should know that you are backed up by the tremendous knowledge resources of the State land-grant college and the U. S. Department of Agriculture; that you are the local representative of a Nation-wide organization known as the Cooperative Extension Service, which reflects a partnership of rural people with their county, State, and National Governments.

## LOCALIZE--DRAMATIZE--EXTEND

The county extension program is the hub of all Extension

public relations. Make it mirror as much local public opinion as can be conveniently drawn into its formulation. Rural people are active partners in extension work. They should be given every opportunity to share in developing the program, which, in fact, belongs to them.

Find the greatest common denominator of local rural problems. Make this the center of a balanced program. Dramatize it in terms of human interest that appeal to rural people....a judicious mixture of the helpful and the agreeable.

Spread Extension influence to every spot in the county ....rural and urban. Use freely and intelligently the mass methods of press, radio, and the like. Make a special effort to interest the noncooperators and the city folks. Keep your volunteer leaders informed and participating in the program. An interested community is the best teacher that you have.

## KEEP YOUR BALANCE

Report your work to the elected Government representatives....the county officials and the members of the State and National legislatures who reside in your county.



You are a source of unbiased information on proposed policies so that rural people can be their own spokesmen. As a tax-supported public representative, you must keep an intellectual balance between the pros and cons of controversial issues. It may be embarrassing to you, the State land-grant college, and the U. S. Department of Agriculture if you are publicly quoted in a way to imply that you are taking one side of such an issue as the representative of the Cooperative Extension Service.

Keep your eye and mind on the person who gives you the most difficulty in getting your extension message across. He constitutes a challenge which provides a wholesome exercise in your public relations schooling.

Keep your thinking and action on the high plane of the public welfare. You are directly serving all rural people, but in the public interest.

The county extension program is a balanced, unified effort serving rural men, and women, and youth. High morale, spirited enthusiasm, and harmonious relations within the county staff are essential to good relations with the public. Low morale, competition, and conflicts in staff attitudes will diminish the quality of public relations.



## BE A GOOD COOPERATOR

Similarly, the public has a right to expect good co-operative relations among local representatives of all Government agricultural agencies. The functions of all such agencies are defined by Congress. Good relations with them should stem from a friendly desire to help them in a technical advisory capacity. Your educational responsibility also requires you to help rural people to understand the nature of all agricultural programs undertaken in the county and to learn how they may take advantage of the opportunities provided.

The extension program is designed to meet the requirements of all rural people regardless of their walk of life. People who may need your help most may be too shy in asking for the help to which they are entitled. They offer a great public relations challenge to extension work, which must be met if Extension is to fulfill its responsibility to all rural people.

## THE LITTLE THINGS ADD UP

Consider carefully, also, the so-called little things....telephone manners, office appearance, neatness and friendliness of letters, and so on. They sometimes loom big in the other man's mind.

Become eager students of motivating people as a springboard to better serving them.

Consult your State office for ideas, methods, and help in incorporating public relations methods in all your functions.

*'It's the Way You Serve People'*

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